

ISHITA BANERJEE

MBA Candidate · Marketing & Analytics

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PROFILE

MBA candidate with an engineering background and a summer internship in brand marketing. Energised by consumer insight, data and building brands that people love.

EDUCATION

MBA, Marketing & Analytics

2024 – 2026

Sunrise Institute of Management ♦ CGPA 3.6 / 4

B.Tech, Electronics

2017 – 2021

Deccan Valley University ♦ CGPA 8.0 / 10

INTERNSHIP

Summer Intern — Brand Marketing

Apr – Jun 2025

Saffronleaf Foods, Mumbai

- Analysed sales data for a snack range across 6 states.
- Proposed a regional pack-size strategy adopted for a pilot.

Associate Engineer

2021 – 2024

Kestrel Systems, Pune

- Worked on test automation for a banking client.

PROJECTS

Market-entry plan for a millet snack brand

2025

Live project

- Ran 300 consumer surveys and built a go-to-market plan for two cities.

SKILLS

Brand management ♦ Market research ♦ Consumer insight ♦ Excel modelling ♦ Presentation

ACHIEVEMENTS

- Finalist, national B-school marketing case competition
- Dean's List, Term 2

LEADERSHIP

- Marketing Club Coordinator

CERTIFICATIONS

- Google Analytics Certification